



Attendance:

Board Members: Sandi Neville (President), Cyndi Corbett (Secretary-Treasurer), Bruce Black, Dave Anderson), Grant Berg (Zoom), Kristen Smith (Zoom), Kristeva Dowling (Zoom), Lee Swaile (Zoom), Naomi Ducklow, Paulette Butler, Steve Zimmerman, Tom Burton (Alt), Wendy Bosch,

Municipal Staff: Hetti Huls, Jenny Daubert (Zoom), Kim Pinnock (Zoom)

Staff: Ken Loudon, Kimberly Kimpe

Regrets: Johnathan Clarkson (Past President), Brian Grant, Duane Didow (Alt sent), Linden Roberts

1. Call to Order & Quorum Determination

1.1. Meeting called to order at 4:02pm – S. Neville chaired

1.2. **Quorum is present**

2. Approval of Consent Items

2.1. Minutes from previous meeting

2.2. Financial Report

2.3. **Motion to accept the consent item as presented – C. Corbett – All in favor**

3. Approval of the Agenda

3.1. **Motion to accept the agenda – S. Zimmerman – All in favor**

4. Business Arising from Previous Minutes

4.1. C. Corbett – Code of Conduct and Board Binders for new board members

4.1.1. K. Kimpe will send out Code of Conduct and ensure binders are up to date.

5. New Business

5.1. Travel Alberta Update – K. Loudon

5.1.1. Restructuring of the province and the development of 10 new destination zones

5.1.2. Travel Alberta has contracted Legacy Tourism Group Corporation to establish strategic management plans for each zone.

5.1.3. Grande Prairie zone now incorporates Hinton

5.1.4. Have engaged in steering committee meetings to begin to understand what the management plan looks like for this broader region starting with mission and vision statements to the purposing of what the whole zone will look like in 1, 3 and 5 years. Will be doing a full SWOT analysis for the region

5.1.5. GPRTA is hiring the same consultants as Travel Alberta to help in migrating from a marketing to management organizations as this will change our own mission statement as it is focused on marketing.

5.1.6. Tuesday January 10 the GPRTA will be hosting an all-day Tourism Destination Zone development workshop with the Legacy Group at the Delta.

5.2. Introductions

5.2.1. Round table introductions for the new municipal board members

6. Committee Reports

- 6.1. Membership Recruitment & Care (K. Smith)
 - 6.1.1. Four new members applications for approval.
 - 6.1.1.1. Fore Seasons Indoor Golf
 - 6.1.1.2. Water Express
 - 6.1.1.3. Earls Kitchen & Bar
 - 6.1.1.4. Gemini Helicopter
 - 6.1.2. **Motion to approve all new members application – K. Smith – All in favor**
 - 6.1.3. K. Loudon – waiting on 5 more applications to come in, approx. 168 paid members
- 6.2. Marketing & Branding (C. Corbett)
 - 6.2.1. Marketing committee missed last meeting, the next meeting is on Tuesday, December 13 at 10 am
 - 6.2.2. January meeting will have to be amended as it is on the same day as the TDZ workshop
 - 6.2.3. GPRTA will be participating in the Come Together put on by the Patterson Group, we purchased \$5000 worth of advertising on Big County and Rewind 98.9 for the 12 Days of Christmas campaign that will be used as a Gift Show Awareness Campaign
 - 6.2.4. Purchased \$2100 of advertising on 2Day FM for the Black Friday campaign that will be used as a Gift Show Awareness Campaign
 - 6.2.5. *Question – B. Black – How can the Municipalities help cross promotion? Could the Hidden Gem carry Sexsmith Museum items?*
 - 6.2.6. Marquee in Dawson Creek has been renewed.
- 6.3. GPRTA-DMF Committee (P. Butler)
 - 6.3.1. Winter Hotel Campaign is under way, the Grande Winter Package includes a pass to the Northern Spirit Light Show and a \$50 Downtown Association gift card when booking a night accommodation at Sandman from Thursday to Sunday, running both out of town radio and newspaper advertising.

7. President's Report

- 7.1. Attended the Northern Spirit Light Show Gala, sleigh rides are back this year along with the hot chocolate and hot apple cider.
- 7.2. Apart of the TDZ steering committee and will be meeting on Mondays of every month.

8. Executive Director's Report

- 8.1. GPRTA Board of Directors Christmas Party will be December 15th at Standford Inn Sipps Lounge, starting at 5:30pm a calendar invite will be sent out
- 8.2. Conversation with TIAC (Tourism Industry Association of Canada), they are looking at doing a feature showcasing the Grande Prairie Region in an upcoming newsletter
- 8.3. NorthStar Consultation Meeting in Edmonton, Friday, November 18, discussion on understanding what Travel Alberta is wanting, in 2023 Travel Alberta will be seeking \$60 million for tourism for the province. Alberta is 4th in Canada for tourism economic impact even though we have 30% more operators than BC, Travel Alberta would like to surpass BC by 2035.

9. Roundtable Discussion

- 9.1. **C. Corbett** – Beaverlodge Christmas Craze December 2, Town of Beaverlodge will be hosting horse and wagon though the campground, wanting to do a light show though the campground, looking for companies to purchase light displays
- 9.2. **W. Bosch** – Vegas Night was fantastic – weather was good, new signage is up the building included Nordic Court, Windsor Court, RCMP station, Montrose, 214, 214 South, Telus the museum, the library and a potential build, paid for by the Community

Support Grant through the Government of Canada, Christmas Tree light up with carollers, Santa, the Grinch Movie and a Battle of the Badges Hockey Game. There will be no parade.

9.3. **B. Black** – Christmas in Sexsmith light up was successful was a 3-day event.

9.4. **S. Neville** – have passes for the Festival of Trees and reminder of the Northern Spirit Light Show pass

10. Date of Next Meeting

10.1. No meeting in December

10.2. Wednesday, January 25, 2023, 4:00pm

11. In-Camera Session

11.1. N/A

12. Adjourn

12.1. Meeting adjourned at 5:17pm

GPRTA Executive Director's Report

November

- Attended the GPRTA/DMF Committee Mtg
- Weekly Staff Mtgs
- Attended the GTN Organizational Mtg
- Attended the GPRTA/DMF Participant Mtg
- Attended Weekly Rotary Mtgs
- Attended the GPRTA Monthly Board Mtg
- Attended the Chamber of Commerce's By-law Committee Review Mtg
- Set up for the Chamber of Commerce Fall Showcase
- Worked our booth at the Chamber Fall Showcase
- Attended the W.J. By-Weekly Mtg
- Ensured our Travel Alberta Covid Relief Interim Report was submitted
- Judged the City of GP 's Halloween Spooktacular Costume Contest at Bonnets Centre
- Met with Braden McCarthy from Shark Club on GPRTA Membership – Joined
- Met with Laurie Mroczek from Earl's on Membership – Joined
- Met with Travel Alberta regarding Alberta Sports Tourism development
- Met with Executive of Alberta Winter Games Committee for the 2024 bid package
- Attended the Chamber of Commerce Board Mtg
- Met with Jenny Weaver from 2DayFM re: 12 days of Christmas Sponsorship
- Met with Roch Dallaire from Gemini Helicopters on Membership – Joined
- Attended the GPRTA/Marketing Committee Mtg
- Met with W.J. Bi-Weekly Mtg
- Presented to Ballard Group on Tourism, Hospitality Industry & Employment Opportunities
- Attended the GPRTA/DMF Committee Mtg
- Dropped off a Membership Package to Kristi Wiebe at Fore Season's Golf - Joined
- Met with Jennifer Beatty from T.I.A.C. regarding tourism in the GP Region, emerging issues & opportunities
- Attended the North Star & Constellation Group Mtg in Edmonton with David Goldstein – T.A.; Darren Reeder – T.I.A.A & Dep. Minister Shannon Marchand – Forestry, Parks & Tourism; (Jace Anderson – Medicine Hat; Traci Bednard – Explore Edmonton; Erin Crane – Lethbridge; Cindy Ady – Calgary; James Jackson – Jasper; Janet Eger – Banff/Lake Louise; Rachel Ludwig – Canmore/Kananaskis; Rene Rondeau – Red Deer) & the T.A. Team of Jon Mamela; Tannis Gaffney; Danielle Vlemmiks
- Attended the Festival of Trees Gala
- Attended the monthly Invest GP Mtg
- Attended the Travel Alberta's Tourism Development Zone Steering Committee Mtg